



We do hard, often painstaking work to generate the right numbers to help make a good decision- but all that work is wasted if those numbers never take root in the minds of the decision makers - p. xii

Variability in expectations/procedures/rules
Do the math



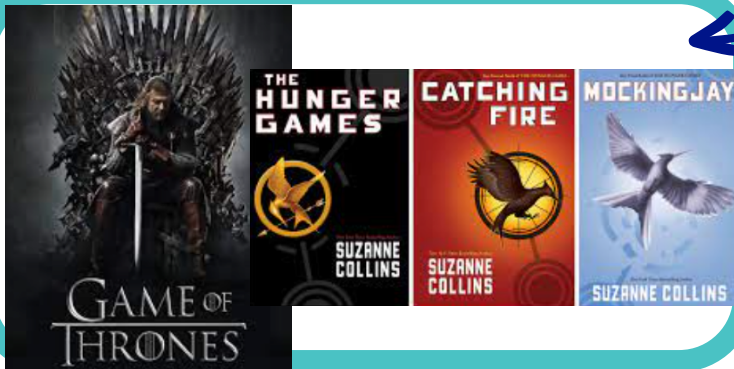
Positive Greetings at the Door in a High School

100,800

Effective Transitions:
15 minutes a day
45 instructional hours



40,000 out of class movements



We've gained back 84 hours of in class time this school year vs last year





Making Numbers Count

**“Surprise gets our attention.
Interest keeps our attention.”**

“Made to Stick” Page 65

**HOW LONG DOES IT TAKE
SPENDING 50,000 A DAY**

Millionaire: 20 days

Billionaire: 55 years!

TRANSLATE EVERYTHING
“IF YOU USE NUMBERS IN AN ARGUMENT OR PRESENTATION, IT’S YOUR JOB TO PUT THEM IN HUMAN TERMS.” P.4


NUMBERS ARE ONLY FUN IF THEY MAKE SENSE TO EVERYONE P. 5

Ground numbers in familiar, concrete and human scale


See and Feel the Numbers

The secret to translating numbers: avoid using them! p.10

BUILD A SCALE MODEL



USE EMOTIONAL NUMBERS



Convert to a process
5 gb of music = 2 months of commutes w/o repeating a song

Frame the number in a way people care about